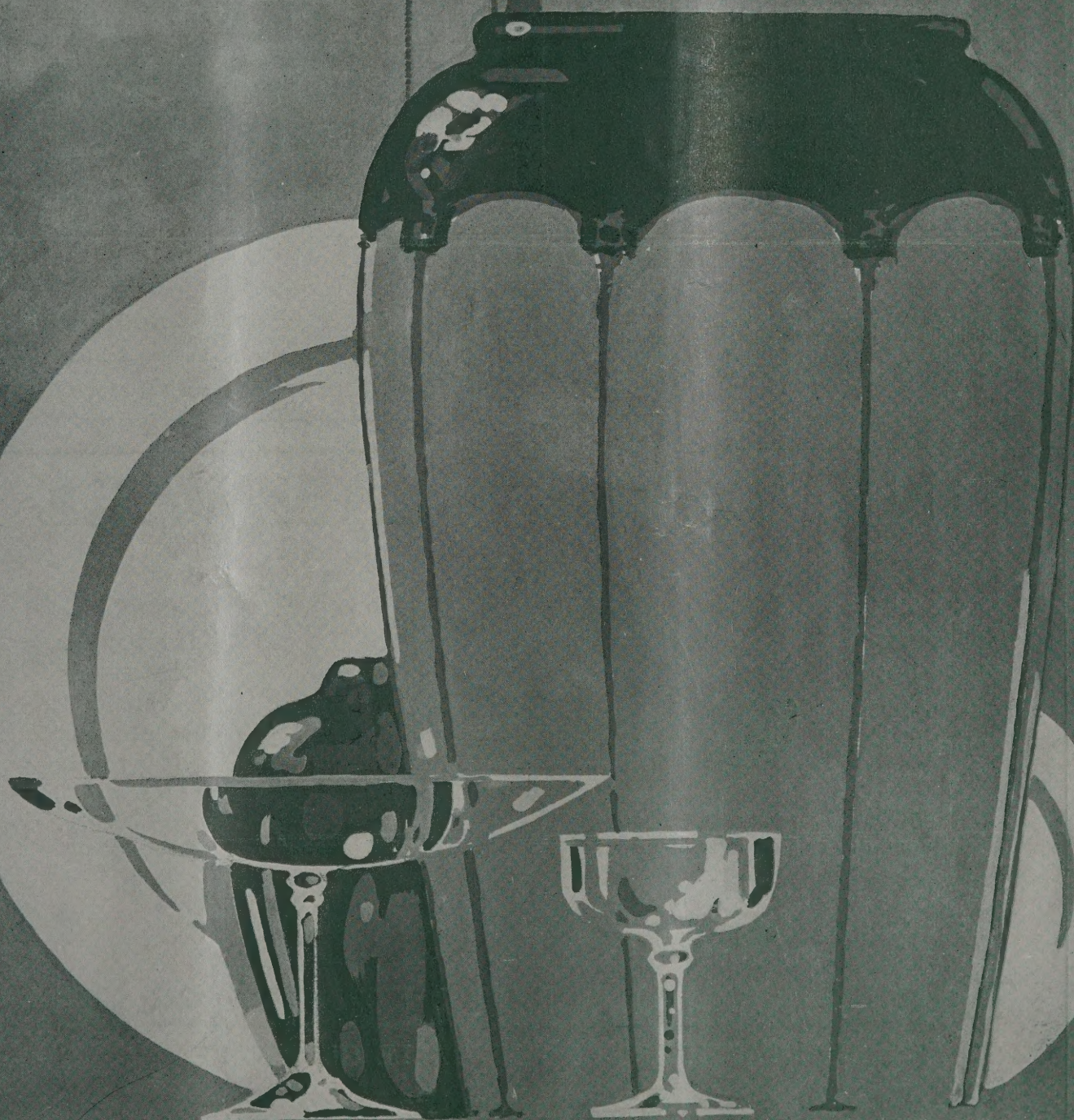


POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK

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Manufacturers of LEAD BLOWN, PRESSED AND DRAWN STEMWARE, BLOWN AND PRESSED TUMBLERS, DECANTERS, CARAFES, JUGS, OILS, BLOWN TABLEWARE, ETC.

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FINE TABLE GLASSWARE

No illustration
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11 EAST THIRTY-SIXTH STREET



NEW YORK





The Novelty Portable of the Season All Glass But the Fittings

Made in two styles in a great variety of decorative treatments. The standards are all Colonial in design, but may be had in pure, clear crystal, or mahogany or green. The shades are either round or 12-panelled, and come in two sizes, 12 and 16 inch, in plain colors or worked into many unusual treatments. All styles are fitted for two lamps.

See the complete line at any of our permanent showrooms.

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Preparatory to removing in the near future to
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Bear in mind this is not a "job lot," but regular goods intended for the sales of the coming season, a large part being of this season's importation.

Haviland & Abbot Company

47-49 (Old No. 29) Barclay Street

NEW YORK

ESTABLISHED 1818

When a present or remembrance of any kind is desired, don't hesitate to recommend *Libbey* Cut Glass.

¶ For if it is Libbey, it is always in good taste; and it is of lasting value.

¶ There is no gift that is ever more sincerely appreciated than Libbey Cut Glass; and there is never the slightest danger of "getting too much" of it.

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LIBBEY GLASS CO, TOLEDO OHIO.

POTTERY & GLASS

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NEW YORK, SEPTEMBER, 1913.

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The Kind of Window Display That Pays

THE ONE IDEA METHOD ADOPTED BY A PROGRESSIVE WESTERN HOUSE THAT BROUGHT INCREASED BUSINESS. WHY THE WINDOWS SHOULD BE GIVEN MORE ATTENTION THAN THE STORE INTERIOR

COMMERCIAL foresight looks for results, and it matters little in many cases how these are obtained. If better results, however, can be gotten in a more dignified and artistic manner than why cling persistently to the cruder methods? The general way to display chinaware, lamps or cut glass has been to fill the window space with the goods—as many as can be packed in—and let it go at that. This brings results, obviously, for any variety of window display is sure to do that, but the contention of the trained window trimmer is that the results will be more apparent if greater care is expended in arranging the display. Richly decorated china, with floral or gold borders, ornamented lamps with cretonne shades, etc., make a certain appeal when shown in a window, even if for no other reason than that they have an intrinsic value themselves. But the same goods are doubly attractive when displayed in a carefully arranged manner.

An up-to-date western store recently held a display of china that carried out successfully the ideas noted above. The china was the well-known willow pattern in blue, and a special setting was made for it in the window. It was a one-idea window, for the blue willow was the only pattern displayed. A Colonial setting was chosen on account of the close association of this popular design with early American times. A full piece dining-room suite was arranged in a spacious window, the table, of course, in the foreground. The walls were papered with a pretty Colonial pattern and along the plate rail were tastefully arranged plates and plaques of blue, decorated with scenic and historical views. A tall mahogany china closet stood in one corner, its shelves resplendent in blue willow ware. Opposite was the serving table with a number of the larger pieces of the set showing to advantage. The dining table stood directly in the centre of the space and in front of a mahogany buffet, upon which the charming glass candelabras of Colonial times with their

spearhead and drop prisms were set to give the display as much of its early environments as possible. The table was attractively arranged for a breakfast party of four, and in this respect considerable stress was laid upon the correct setting in order to bring out the best selling points of the pattern.

A cretonned lamp occupied the centre of the table. On one side was a plate of rolls, while a plate of toast was on the other side. At each place was a plate holding a fruit doily; a finger bowl was just to the left, as well as the meat fork and a napkin. On the right-hand side a plain knife, cereal, egg and orange spoons were placed. Just back of the finger bowls was the fruit plate, an orange and a knife. At the head, but slightly to the left, were the bread and butter plates and silver spreaders. In front of the host's place a large covered dish was placed as if ready for cereal. The tea pot, sugar bowl and creamer, as well as butter dish, also occupied prominent positions on the table. In this manner an excellent assortment of the line was displayed, and the interest of all passing was aroused. No prices were displayed, but a neat little folder telling the quaint story of the blue willow pattern, and containing breakfast, tea and dinner set prices, as well as the open-stock item list, were circulated at the entrance. The sales for the week were far above their fondest hopes, and this progressive house now employs the method for stimulating special patterns whenever a turnover of stock is decided upon.

Windows are not merely put in store fronts to shut out the rain and cold, for it is through them that merchants must draw their trade and by their appearance the policy of the house is determined. Dress up every window you have and change them as often as possible. One display may not appeal to Mrs. Smith, but the following one may contain just the article, and convey just the idea, that she has been looking for—that means another customer added to the lists. The window should be given even more attention than

the store interior. It is the one part of the business that people see the most of, and by which they form their opinion. Remember that, even if you are not over prosperous, it's good business to look the part.

The idea of this western house is the right way to display chinaware—it's the one idea way. They have found out that it doesn't pay to put a little of every pattern they have in the store in the display, it confuses the public and they don't really know what they want. Anyway, one thing at a time is about all that can be intelligently attended to—a lesson that is driven home in looking over the displays of the leading New York houses year in and year out.

Then many merchants have the misguided idea that to pull down the store shades at night is the proper thing—true it may save the lighting bill, but if the store is on any street that has a reasonable amount of evening traffic it is false economy. It is a matter of fact that the average person passing your store at night has more time at his disposal than when passing during the day. It is for this reason that the illuminated window is a silent salesman. The window, of course, must be properly illuminated, with the source of light carefully concealed so that the person only sees the display. Then there is nothing to distract his attention from the goods, and they become fixed in his mind. However, it is the frequency with which the display is changed that is most essential. Many dealers change their windows whenever they get a chance. The growing realization of the importance of a carefully designed window display, not merely from the standpoint of interesting the public, but actually to sell goods, has carried with it the necessity of changing windows often enough to keep passersby on the qui vive, so they will look every time they pass that particular store. One of the greatest mistakes of the average dealer, even when his location is on a prominent street, is to allow his displays to remain in the windows until those who pass, unless new faces are included, fail even to give them a casual glance. Variety is the spice of life, and it is also the principal factor in gripping window displays.

POTTERY TRADE ACCESSORIES MAKE INTERESTING EXHIBIT

DESCRPTIONS and particulars regarding some of the more important apparatus exhibited at Stoke-on-Trent, England, on the occasion of the unique exposition organized by the joint committee of the Pottery Manufacturers of Great Britain with the approval of the Home Office, and under the Royal patronage, will be loaned to American firms interested on application to the Bureau of Foreign and Domestic Commerce. The object of the exhibition, reports Consul Robert S. S. Bergh, Burslem, was to illustrate and enable the employers and the pottery-working people to understand the new methods and appliances

for the protection and for the improvement of the health of the workers in compliance with the new regulations governing the manufacture of pottery, which regulations have recently been put into force. The manufacturers went to considerable expense in establishing the exhibition, thus showing their earnest desire to improve conditions at the factories.

Several interesting lectures were delivered, among them one on lead poisoning, which subject was thoroughly explained and advice given how best to avoid this dreaded disease.

The exhibits embraced ventilating and heating apparatus, dust-extracting machinery, gas-lighting plant, sifting machines, board-washing machines, electromagnetic separator, steel lockers for the workmen's clothes and food, aerographers' hoods, dippers' drying tower, an oven-cooling installation, a ware-cleaners' tray, wet and dry bulb thermometers, potters' special attire (prescribed by the new regulations), such as placers' aprons of flax, moleskin and leather suits, head coverings, and a great variety of special factory clothing, head and face masks, and goggles. There were also shown first-aid cases, whitewashing machines, washable paint, fire extinguishers, spraying machines, respirators for dust and acid workers, portable electric appliances, jollying machine, dust tile presses, and many other utensils and requisites required by the new regulations.

THE HINDE & DAUCH COMPANY HANDLE BIG CONTRACT

ONE of the most remarkable orders yet executed by a paper box manufacturer is now being filled by the Hinde & Dauch Paper Company, Sandusky, Ohio, manufacturers of corrugated paper specialties for the pottery and other trade. The contract calls for six thousand separate shipments which consist, primarily, of three large corrugated boxes that are to form the framework of an elaborate window display. With each set of boxes and other corrugated materials go directions for setting up and arranging the display, as well as attractive advertising matter for its decoration. Each set is wrapped and sealed separately in flat packages two inches thick by five feet long and three feet wide, which, piled together, would extend one thousand feet high and be sufficient to decorate a show window eleven miles long. The contract was arranged so systematically that there has not been the slightest interruption in the regular business of the plant. The express charges on this immense order will amount to a total of more than five thousand dollars.

In estimating your chances of developing the business the remainder of the year don't fail to consider your mental as well as your financial ability.

The Place of The Tile in Decoration

HOW THE VOGUE DEVELOPED, ITS PRESENT EXTENT, AND A FEW WORDS ABOUT THE ORIGIN OF TILES IN GENERAL

TILES of the decorative sort are coming into vogue again. The very fact that several of our wall paper manufacturers have seen fit to prepare designs and rollers to simulate them on paper attests to their popularity, and the knowledge that our best potteries and fayence manufactories are producing them in growing quantities gives indications of their demand.

Tiles, to make a general statement, owe their extensive origin (for they have always been used in all countries since the discovery of clay modelling and baking) to the growth of our sanitary laws and requirements. For just so soon as our potteries perfected their facilities for producing sanitary tiles the artists and modelers began to experiment with the decorative sort. Naturally, of course, decorative tiles of one kind and another existed long before this epoch, but they were produced on special order and after some particular design of private ownership. Conditions today make it possible for one to obtain a large variety of worthy ornamental tiles of good craftsmanship and design, and if special effects are wanted they may be obtained at most reasonable figures.

The Dutch used tiles for sanitary purposes and for decoration many years ago, and so did the Italians, and the Spanish, and the Moors. In fact, glazed tiles seem to be of very early Oriental origin if we

are not mistaken, and we quote the following excerpts from Washington Irving's *Alhambra* to support our convictions:

"The lower part of the walls in the saloons (in the Alhambra), to the height of several feet, is incrustured with glazed tiles, joined like the plates of stucco-work, so as to form various patterns. On some of them are emblazoned the escutcheons of the Moslem kings, traversed with a band motto. These glazed tiles (*azulejos* in Spanish, *az-zula* in Arabic) are of Oriental origin; their coolness,

cleanliness, and freedom from vermin, render them admirably fitted in sultry climates for paving halls and fountains, incrusting bathing rooms, and lining the walls of chambers. Ford is inclined to give them great antiquity. From their prevailing colors, sapphire and blue, he deduces that they may have formed the kind of pavements alluded to in the sacred Scriptures: 'There was under his feet as it were a paved work of a sapphire stone' (Exod. xxiv. 10); and again, 'Behold I will lay thy stones with fair colors, and lay thy foundation with sapphires' (Isaiah liv. 11)."

"These glazed or porcelain tiles were introduced into Spain at an early date by the Moslems. Some are to be seen among the Moorish ruins which have been there upwards of eight centuries. Manufactures of them still exist in the peninsula, and they are much used in the best Spanish houses, especially

in the southern provinces, for paving and lining the summer apartments. The Spaniards brought them to the Netherlands when they had possession of that country. The people of Holland adopted them with avidity, as wonderfully suited to their passion for household cleanliness; and thus these Oriental inventions, the *azulejos* of the Spanish, the *az-zula* of the Arabs, have come to be commonly known as Dutch tiles."

But it is not so much as floor tiles or wall tiles that we think of these materials today, but as items



An heraldic tile of more than average pretensions.



A special tile in which the figure of the leopard has been admirably designed to fit the space.

POTTERY AND GLASS

of special decoration, such, for example, as the wonderful lunettes in the Fort Pitt Hotel, or in the Vanderbilt Hotel, or in the newly erected Teco Inn. As tile plaques over doors and above mantels, decorations of this type are unexcelled. They are unique; they are distinctive, and when selected with a conservative eye they make exquisite harmonies with the accompanying furnishings of their environment.

The three tiles accompanying this article were de-



A conventional wall tile designed by F. G. R. Roth.

signed and executed under the direction of F. G. Roth, a clever artist, who not only appreciates the technique necessary to produce a satisfactory tile, but who has a masterful decorative eye as well. Decorations such as these are most reasonable in price, and when it is remembered that a decorator in the making of a special tile, or a series of tiles, can dictate just the design and style of treatment he wants, their intrinsic value mounts far above that of the average die cast market product.

TARIFF AND WAR AFFECTS GERMAN POTTERY INDUSTRY

MANY German manufacturers and exporters of ceramics complain that 1912 was an especially bad year for them and that their trade with the United States was not good. Their conclusions with regard to the business coming to them from America are borne out by the figures shown in the return of declared exports, according to which chinaware shipments fell from \$730,156 in 1911 to \$687,503 in 1912, a decrease of nearly 6 per cent.

Manufacturers state that the Balkan hostilities and the fear of a general war brought on a financial crisis in Galicia, Hungary, and Roumania, which was followed by many bankruptcies and consequent losses to the industry, and that orders from the Balkan States and from European and Asiatic Turkey entirely ceased in October. The decline of exports to the United States was limited to the latter part of the year, a condition said to be due to anticipated changes

in the tariff law. Exports to other countries remained normal, but the losses of trade in the territories mentioned, combined with high freight rates and increased wages for workingmen, were enough to make the year an unfavorable one.

The prices for coal, kaolin, quartz, etc., remained unchanged from 1911.

POOR PACKING COSTS UNITED STATES SOUTH AMERICAN GLASS TRADE

THE neglect of South American trade by American merchants and manufacturers until lately has been largely due to the conditions created by an absurdly high protective tariff. Satisfied by the large profits they have made under the influence of that unwholesome stimulant they have let opportunities slip from them which they must now work very hard to recover.

South America is a natural outlet for the products of the United States, yet our merchants have permitted millions of dollars' worth of this trade to go to foreign countries every year, and all because they have not given proper attention to it.

A German report on the glass trade in Colombia states that tumblers formerly came exclusively from Germany and Bohemia, whereas at the present time they come chiefly from the United States, because they can be secured here much cheaper. However, as it has been found that with American packing there is a large percentage of breakage, orders are again beginning to find their way back to Germany. That country also does best in the finer and thinner sorts of sherry, port, brandy and similar glasses. In these, Belgium also does a trade, but the very finest kinds come from France. Of late several North American firms have begun to circulate Spanish catalogues throughout Colombia, with a view to pushing trade in fine American glassware. In ordinary glassware (cheap to medium sorts), and more especially in tumbler, beer, wine, brandy and cognac glasses of the pressed and blown type, Colombian industry is itself already very capable, and is represented by the following firms: Fabrica Fenicia, Bogota; a factory entitled Vidriera de Villa; Greiffenstein & Co., Caldas, near Melilla; and a small concern at Baranquilla. Crystal glass comes from Germany and Bohemia, French trade being practically nil. There is hardly any sale at all for expensive glassware de luxe in Colombia; the actual goods which are sold as French have never seen France at all. Mirror glass, ready cut and quick-silvered, is imported from Germany, France and Italy. Beer bottles are no longer imported; they are either mostly made in Colombia itself, or else empty English (especially from Tennent's brewery in Glasgow), German beer and mineral water bottles are bought in the country itself. Glass and china for Colombia must be packed in massive cases to avoid breakage.

Talks with Successful Buyers

UP in New England there is a china and glass man whose sole delight, after hours, is to talk crops. Not that he is more interested in the prosperity of the country and the nation-wide crop reports than any other crockery man—but just because it's his little pet hobby. True, bossing thirty-five acres of farm lands—and we are given to understand this is not one of those abandoned New England farms that the Puritans are supposed to have left behind—is no little task, especially when the hired hands are not over numerous. But it is the self-appointed work in the cool morning air, the evening chores and (Sunday) open air workout that puts the tireless energy in L. A. Gregg, the china and glass buyer and manager for the house of Charles Hall, Springfield, Mass. If you should happen in front of the Hall store any morning early enough you'll see a kindly looking, sunburned man hop out of a runabout and dash through the doors. Call at the manager's office five minutes later and you'll find this same man in the midst of his daily duties.

While the farming venture is a comparatively new experience, Mr. Gregg has long been actively connected with the china, glass and lamp business. He started in Brattleboro, Vermont, about twenty-six years ago and engaged with the late Charles Hall, founder of the present house, in 1904, taking charge of hotel china, glassware, lamps and dinnerware departments. Upon the death of Mr. Hall, his son, the present head of the firm, recognized the executive ability of Mr. Gregg and promoted him to the manager-ship of the store, a position he has filled to the satisfaction of all. The business of the store has increased fifty per cent. since Mr. Gregg assumed control, ample evidence of his fitness. While his duties as manager are many and varied, Mr. Gregg still does the buying for the china, glassware and lamp departments, although he has an assistant in each department.

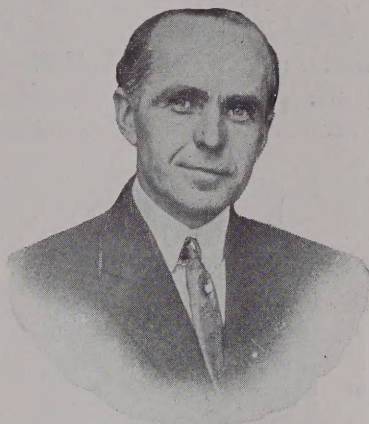
Organization of the sales force is one of this manager's pet problems; a problem upon which he is constantly working in order to bring out the full efficiency of the sales people. "We employ only an intelligent type of help—a class that can be readily taught the

right way to handle a customer and make sales," said Mr. Gregg. "The unintelligent, cold and indifferent help to be found in many of the eastern retail stores is a detriment to the store. What is the use of filling

up valuable newspaper space with glowing accounts of the merchandise carried, if the sales people cannot take care of the customer with some degree of salesmanship. Co-operation between the buyer, his assistants and the sales force is absolutely essential before success can be achieved, and it is to this fact more than any other that the success of the Hall store has been due. When a buyer possesses the happy faculty of being a good judge of both merchandise and human nature buying becomes an easy task, but even then success may not be for him. He must use

keen judgment in keeping his stocks moving in every corner of the store, in order that his investment may be consistent with the volume of business done. When he is all this he will be a valuable link in whatever organization he is connected with." Mr. Gregg has the right idea and has been particularly successful in carrying it out, the Hall sales force as a whole are as fine a type as can be found anywhere, and are valuable assets to the firm.

Any man with such modern business methods should be successful in any venture, but Mr. Gregg hasn't much to say in regard to the farm on this topic, at least not just yet, for the farm is still in the experimental state. He gets great enjoyment out of the place, located just nine miles from the centre of Springfield. There are not many buyers who can live quietly "down on the farm" and still keep actively engaged in department store work. Most of them have to live in the city and farm life is unknown to them. Mr. Gregg finally dropped a hint as to how he manages to get the farm chores done and not have to do it all himself, when he said "I go back and forth in my runabout every day and try to allure some week-end guests that are good workers to accompany me. This includes a few traveling men, but, of course, most of them are exempt from hard work." "I believe," further commented Mr. Gregg, "that outside interests do not interfere with the good work any man can do at



L. A. GREGG

his desk, but instead put new life into him and that helps him to grow."

With nine out of every ten business men in the cities longing for the time when they can settle down on that much discussed and abused "little farm," most of us can't help but envy L. A. Gregg, crockery-man-farmer, as he swings contentedly in the hammock under the spreading elms 'way down East!

Among the Glass Houses

Being a Column of Short Notes of Business Affairs in the Different Factories

Columbus, Ohio.—Advices from Elyria state that C. F. Sudro, a business man of that place, is organizing a glass company which is being promoted by W. J. Mosher, of New York. They will manufacture glassware, but what line of the industry they will engage in is not stated. Mr. Sudro is authority for the facts that the company will give employment to at least two hundred and eighty persons and will have an annual payroll of \$250,000. They have not as yet decided upon a location for the new plant.

* * *

Pittsburgh, Pa.—Articles of incorporation were granted to the Keystone Cut Glass Company, of this city, at Harrisburgh, late in August. The company has a capital stock of \$5,000.

* * *

La Porte, Ind.—With the transfer of a factory site owned jointly by the city and the Pere Marquette Railroad, and the successful campaign of the Chamber of Commerce's financial committee, it now is a practical certainty that the plant of the Central Cut Glass Company, now located at Walkerton, will be moved to this city. J. B. Roseen, president of the company, was in town recently and seemed pleased with the location selected for the plant. Immediately after the \$12,500 fund is assured the work of construction will be started, so that the factory can be running by November 1st. The Central Cut Glass Company is an Illinois concern and well known to the trade. The terms of the agreement as given out by the La Porte Chamber of Commerce calls for the donation of a site and building which will not become the property of the company until they have employed 125,000 men for one day, in other words, the company will have to employ 125 men for 1,000 days before it has fulfilled its part of the contract. They expect to start between sixty and seventy frames to work immediately and

increase until employment is given to 150 operators. The Walkerton plant has employed on an average of ninety-five men, and it is an established and prosperous business; the business men of this city have joined in the movement to bring the plant here with enthusiasm.

* * *

St. Albans, W. Va.—The St. Albans Art Glass Company, of St. Albans, W. Va., was recently granted articles of incorporation entitling them to engage in the manufacture of glass and art glass. They have an authorized capital of \$50,000. The incorporators are given as: A. B. Lewis, C. F. Lewis, Charles Shewey, H. G. Thayer and D. F. Blake, all of Charleston.

* * *

Bridgeton, N. J.—The Figueroa Cut Glass Company, of this city, with legal offices in the Farmers' and Merchants' National Bank Building, has been incorporated with an authorized capital stock of \$100,000.

FLORAL CUTTINGS FIND FAVOR IN GERMANY

CUT glass has not been affected by the serious changes in taste that have affected the German glass industry during the past few years, perfect beauty having been already attained. Of late glass decorated with flower designs in a variety of forms approximating to the modern style have been introduced, and seem to be in favor; but these are probably more suitable to English tastes, and dealers cannot yet decide whether they have come to stay. On the other hand, certain styles of cut decoration have quite gone out of fashion, owing to the numerous imitations that have been brought out in pressed glass. Engraving is now coming to the front again for gob-

lets and small articles, the designs being subjects from the animal and vegetable kingdoms, and are very tasteful.

The success of a line of goods in your store is the difference between pushing that line and merely selling it on demand.

Don't stop with being friendly to your friends. Be friendly to everyone if you want everyone to be friendly to your business.

When you take on a green salesman see that you don't expect too much of him. Remember how you once felt when in the same position.



One of the new No. 23 six-inch optic Vases, acid cut "Carnation" design, recently put on the market by the United States Glass Company.

Fuel and Fire

A DISCUSSION OF A MATTER THAT IS VITALLY IMPORTANT TO THE PRODUCING POTTER
AND ONE WHICH IS ALSO OF INTEREST TO THE TRADE IN GENERAL

(Second Paper.)

BY CHARLES F. BINNS

WE have seen that air consists of 79 per cent. nitrogen and 21 per cent. oxygen. If the carbon in the fuel is perfectly burned, the result will be 79 per cent. nitrogen and 21 per cent. carbon dioxide. There is, however, always a small amount of hydrogen present, and this takes up a portion of the oxygen and produces steam. In the ordinary practice of analysis this is condensed and occupies a negligible space, so that it is not considered. Taking now a typical analysis, the amount of air consumed can be calculated. As described last month, the apparatus used records the amount of CO_2 and O; for the present CO will be omitted. The nitrogen is taken by difference. Suppose there is found CO_2 , 15

per cent.; O, 6 per cent., and N, 79 per cent. —
21
= 3.76, so that the 6 per cent. oxygen carries with it
 $6 \times 3.76 = 22.56$ N, leaving $79 - 22.56 = 56.44$
N, of which the oxygen has been burned to CO_2 .
The equation then is

$$\begin{array}{c} \text{N} \\ 100 \frac{\text{N}}{\text{N} - (3.76 \text{ O})} = \text{air used, or} \\ 79 \\ 100 \frac{\text{N}}{56.44} = 139.9 \text{ air.} \end{array}$$

In a case of perfect combustion, that is where there is 21 per cent. CO_2 and no oxygen, the equation will obviously come out at 100, so that 139.9 air means 39.9 per cent. excess air, or this amount of air more than perfect combustion calls for. In practice some excess is necessary because ordinary burning is carried on under oxydising conditions. In fact, the 40 per cent. excess is not enough for many of the wares manufactured. It is better to have from 50 to 60 per cent. excess. In other words, if the CO_2 content shows as high as 15, which is the amount assumed in the present case, more air should be admitted. Tables are in existence by which the excess air can be read directly from the amount of CO_2 , so that the calculation becomes unnecessary, but the principle should be mastered nevertheless. There is an apparatus which automatically records the amount of CO_2 in the gases from minute to minute, so that an accurate watch can be kept over the atmospheric condition of the kiln.

In burning natural gas, a variation of the calculation becomes necessary. Natural gas very largely

consists of the gas called methane, which corresponds to the formula CH_4 . With such a large amount of hydrogen present it is obvious that it cannot be ignored. It will be seen that the gas consists of one volume of carbon and four volumes of hydrogen. The carbon, C, calls for two volumes of oxygen to form CO_2 . The four volumes of hydrogen likewise call for two volumes of oxygen forming two volumes of H_2O . But this steam or water vapor is condensed in the process of analysis and its volume disappears for purposes of measurement. But the nitrogen with which the oxygen was associated remains as a gas and must be measured. It is found, then, that the nitrogen is doubled in quantity, thus:

1 volume C absorbs 2 volumes O, leaving 7.52 N.

4 volumes H absorbs 2 volumes O, leaving 7.52 N.

But the H_2O resulting from the latter reaction disappears; consequently there will be left 2 volumes O and 15.04 volumes N, or a mixture consisting of 11.74 per cent. O and 88.26 per cent. N. Therefore, in an analysis of the gases which are formed in a kiln fired with natural gas one must not expect to find 21 per cent. of the mixed CO_2 and O, but only about 12 per cent. A result such as the following would not be out of the way:

CO_2 , 7 per cent.; O, 5 per cent.; N, 88 per cent.

It is now evident that the air used must be re-

garded not as $\frac{79}{21}$, but as $\frac{88}{12}$, or the ratio of O to N is as 1 : 7.33, and the equation will be:

$$\begin{array}{c} \text{N} \\ 100 \frac{\text{N}}{\text{N} - (7.33 \text{ O})} = \text{air; or, in the present case,} \\ 88 \\ 100 \frac{\text{N}}{88 - 36.65} = 100 \frac{88}{51.35} = 171 \text{ air,} \end{array}$$

or 71 per cent. excess air.

It now remains to consider a condition in which carbon monoxide, CO, is present. This occurs during the production of a reducing atmosphere, such as is necessary for burning hard porcelain, sewer pipe or flashed brick. It also occurs by error if not enough air is supplied when the burn is supposed to be oxydising. This is sometimes shown by the presence of smoke, but not always, for CO itself is invisible. CO requires one-half of its volume of oxygen to convert itself to CO_2 , so that the calculation must be made accordingly. If there were 6 per cent.

POTTERY AND GLASS

O present and 2 per cent. CO, subtract one-half of the latter from the former, and the equation will be arranged as though the content of O were 5 instead of 6. If the amount of CO is large, it may convert the O into a minus quantity, and the same equation holds, thus:

CO ₂	O	CO	N
11	2	8	79

one-half of 8 = 4, and 2 - 4 = -2. This eliminates the CO, and the figures become:

CO ₂	O	N
11	-2	79

Then the equation is:

$$100 \frac{79}{79 - (-2 \times 3.76)} = \text{air,}$$

or,

$$100 \frac{79}{79 + 7.52} = 91.3 \text{ air.}$$

But, as 100 represents perfect combustion, there is a deficiency of $100 - 91.3 = 8.7$ per cent. air.

It is not at all an uncommon case to find CO and O present together, and this notwithstanding their strong affinity for each other. Gases can exist side by side in a kiln and keep apart in a surprising way, and this is another reason for an assured excess of air when burning under oxydising conditions. Such a fault as bluestoning of white ware and bloating of brick are due to a deficiency of oxygen. Sometimes this is only temporary, but it is a common source of trouble. On the other hand, while an excess of air above the necessary point does not lead to any trouble, it causes an undue consumption of fuel because all the incoming air must be heated in addition to the contents of the kiln.

News from the Potteries

Being a Column of Short Notes of Business Affairs in the Different Factories

Mobile, Ala.—The first and only white ware pottery south of the Ohio River, other than those in West Virginia, is now being constructed at this place by East Liverpool, Ohio, and Pittsburgh, Pa., capital. The operating company have already received a large number of applications from pottery workers in Ohio for positions. There will be a gas-producing plant built in connection with this pottery which will be the only plant in the world to have such an auxiliary. It is claimed that gas manufactured at the plant can be produced at less cost per thousand cubic feet than is charged for natural gas, or for manufactured gas which has to be purchased. Plans for the gas producing plant were drawn in Pittsburgh. It is believed this plant will be ready for operation early in December.

Colorado Springs, Colo.—Announcement has been made of the transfer of the Van Briggles pottery plant from the old company to the new Van Briggles Tile & Pottery Company which was recently incorporated with the secretary of state. The new company is capitalized for \$50,000. The directors for the first year are J. A. Hayes, Henry Russell Wray, Daniel Knowlton, S. B. Wheeler and E. D. F. Curtis. Mr. Curtis, who has been in charge of the Van Briggles plant for the last year, will continue in charge. Plans are now being made to double the force in the plant, and an extensive commercial campaign will be begun.

* * *

Fort Worth, Texas.—A pottery manufacturing company doing business as the Fort Worth Pottery Company was recently incorporated here by John Scharbauer, B. F. Brummett and G. G. Willingham. The company has a capital stock of \$20,000. No mention is made in despatches as to the line of ware to be produced.

* * *

Brooklyn, N. Y.—The United Porcelain Works, of this city, was recently incorporated at Albany to carry on their business as manufacturers of porcelain, pottery, etc., with a capital stock of \$60,000. The incorporators were: Martin Keller, I. W. Klees and William K. Taylor, all of Brooklyn.

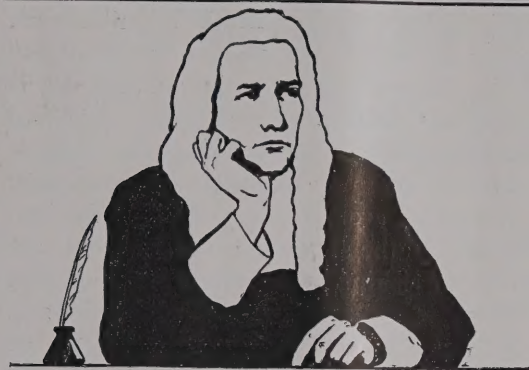
* * *

Pittsburg, Mo.—The experiments made here recently regarding the possibilities of the clay in this vicinity for use in the manufacture of pottery products, and the subsequent proposal to establish a pottery plant by a local stock company has attracted much attention from pottery interests. A St. Louis company has become interested and now have a clay expert on the ground testing the various clays. Should his report be satisfactory it will mean the location of another plant near here. The expert, J. C. Young, is not confining himself to the clay in and adjacent to Pittsburg, but has investigated a vein of pottery clay

at Weir City, which shows good possibilities. He now is testing a seven-foot vein of clay on land northeast of Pittsburg, which has proven adaptable for all kinds of pottery manufacture. Young will not express himself definitely as to the result of a successful test, if such is made by him, as his tests here will not be concluded before the last of next week.



Dainty boudoir lamp in the new shade treatment of the Pittsburgh Lamp, Brass & Glass Company.



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

A Warning Against Excessive Leniency Toward Embarrassed Debtors.

AS a practicing attorney I wish to call attention through this article to what I consider a growing habit on the part of business men which plays directly into the hands of the dishonest and the fraudulent debtor. I refer to the habit of creditors of embarrassed debtors, of accepting small percentages in full settlement of their claims. The reason behind their willingness to do this, which reason is always exploited by the debtors themselves and their lawyers, is that "if you force him into bankruptcy you will get a good deal less." Viewing the matter, therefore, as one of cold dollars and cents, and eliminating every other consideration, the average creditor will to-day almost invariably "take his medicine," accept what is offered him and sign off. I believe that in at least half these cases the debtor is a fraud, deliberately trading on his creditors' willingness to choose the least of two evils. I repeat that the practice plays into the hands of dishonest debtors, and that it is growing.

I have made a rough memorandum of the cases of business disasters which have come to my attention in one way or another within the last month. All but one, in my judgment, were the sort of cases I am referring to, viz., cases where fraud was present which should have been exposed, but in which creditors were asked to—and did—take a small percentage of their claims in full because "if you put him into bankruptcy you'll get less."

In Case No. 1 the debtor's liabilities were \$10,000 and his assets given at about \$5,000. The offer of settlement was 40 per cent., payable in cash at once. The debtor here had failed twice before and had an exceedingly bad reputation. There was evidence that just before his lawyer sent out the 40 per cent. offers, he had transferred a good slice of his assets to a former bookkeeper who had married a cousin. More, he held two pieces of fairly valuable real estate in his wife's name. The case looked like a deliberate fraud. A meeting of creditors was held, and several were at first for refusing the offer of settlement, taking the debtor into the bankruptcy court and going to

the bottom of the whole matter. Their own lawyers, however, almost invariably advised them that while this course might give them more satisfaction, and perhaps might uncover some additional assets, it would be slow, burdensome and expensive, and might in the end eat up a good part of the money now available for settlement, besides costing the individual creditors something for counsel fees. So in the end the inevitable happened—all the creditors accepted the 40 per cent. My personal belief was, and is, that this debtor was not only not insolvent, but was a good deal more than solvent. I believe he looks on failure as a money making enterprise, and will continue to do so as long as his creditors so completely eliminate the question of principle. It would probably pay the creditors in the end to refuse to accept from this man anything except 100 per cent., quickly force him into bankruptcy, and start a fight that would lay bare his practices and make it impossible to repeat them. This debtor is a fair type of very many.

In Case No. 2 the debtor, a grocer, offered 25 per cent. He was an old man with a wife much younger than himself, and there was evidence that he had withdrawn large sums from the business and given them to her. She was extravagant, but whether she spent all he gave her or had it stored away, only a suit could tell. She retained a lawyer, who talked loudly at a creditors' meeting about how much money she was willing to spend to defend her rights, and in the end the creditors took the 25 per cent. There was a very strong chance—this is not a mere guess—that a good sharp fight to make this debtor do the right thing would have gotten a settlement of between 75 and 80 per cent. The debtor continued to run the business, with every cent of debt paid.

There were three other cases, in all of which the debtor traded on the well-known disinclination of his creditors to go to trouble and expense in fighting for a principle. One of them said in so many words: "If you put me in bankruptcy, I can make you all sorts of trouble and expense. You'll find in the end the expenses have eaten everything up, whereas, if you'll

(Continued on page 20)

POTTERY AND GLASS

WITH WHICH IS COMBINED

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Most people are in business because they have something a little different than others—it may be ideas, it may be goods, but it must be something. That is why stores have personalities and individualities.

*

Time is lost when one attempts to sell that for which there is no demand—it is labor wasted and energy sacrificed. Get rid of your "stickers," stock up with goods that "move," and reap a share of the legitimate business which belongs to every progressive merchant.

*

Confidence is one of the greatest assets a salesman can possess—confidence in himself and confidence in the goods he is selling. He must be sure of himself in every situation, know that he has the backbone to "pull through a tight place," and be strong enough to stand up and face an army of doubters if needs be. He must know also that the goods he carries measure up favorably to everything his competitor has on the market, and will stand the acid test of commercial standards. With such confidence he can face the world.

NO GOOD TO THE WORLD. THERE is a certain type of man who poses as a good citizen. He breaks no laws, lives morally, pays his honest debts, and is never tangled up in lawsuits. But he lives of himself, by himself, and for himself only.

When a call is issued for volunteers to take hold of the car of progress and give a lift, he never answers. When calamity has befallen people in a certain locality and charitable humanity flies to their rescue, he is never one of their number. When money is needed to gild the spire of public enterprise, his name is never on the list. When he sees some neighbor stuck in the mud, he goes around to avoid him. In fact, were he standing on the shore and should observe the Ship of State fast sinking in the surf, never a lifeline would he throw. He didn't bore the hole in the side of the vessel that lets in the water, so it is none of his concern what happens.

But were all mankind made of this kind of clay, have you ever thought what would happen? There would be no churches, no hospitals for the sick, no institutions for the unfortunate nor rest rooms for the weary. Civilization would roam in jungles, and the strongest would rule. He is not a good citizen, but gets mad if you say so.

STOP WISHING—get out and act. The days of fairies, of divining rods, of magic lamps, of amulets, of talismen are over

—they have been elbowed aside by advancing progress and civilization; and if we have lost the visible material factors of unwholesome superstition let us relegate to the past the mental elements as well. A wish is a makeshift—it is meant to take the place of mental and physical activity, which it never will. A wish is an acorn, and the gaining of it is a tree full grown without the intervening steps of growth and development, which is an absurdity.

The man who wishes is a coward, afraid to work; or he is a mental weakling unable to carry to a logical conclusion his train of thoughts or to appreciate the ludicrousness of a desire unfortified by action.

The man who wishes confesses his weakness; if he were strong he would get what he wished without wishing for it. Want what you want hard enough to get it and you will never feel called upon to wish for anything; or, if there are conditions which make impossible the attaining of any end, feel superior to the need of that end to want it.

*

The salesman who thinks that the more he talks the more goods he will sell does not know what it is that makes people buy.

*

After completing a sale never go away and leave a customer, unless it is to wait upon another who is there and needing attention, and then excuse yourself politely and tell your customer why you are leaving.

Practical Science Department

Edited by Prof. Charles F. Binns

Cylinder Grinding---A discussion of its methods and merits, by R. Shenton

CONCLUDING ARTICLE OF AN INTERESTING DISCUSSION OF THIS METHOD OF BODY AND COLOR GRINDING, AND A COMPARISON IN QUALITY AND PRICE WITH THE PAN SYSTEM

This article is reprinted from Volume X. of the Transactions of the English Ceramic Society

(Discussion Continued from the August Issue)

MR. BERNARD MOORE—The lecturer said that cylinder grinding millers came much less into contact with iron than pan grinding millers. Has he taken into consideration the stone-breaker and the revolving screen, or is it necessary to magnet it; and also is there any system by which cylinder ground materials can be magnetized? It is, of course, done in the best pan grinding mills.

Mr. R. Shenton—I must admit that there is a little more tendency to get more iron in the preparation of the material for the cylinder than in the preparation for pan grinding, but it is entirely easy to get rid of it, if you go about it in a proper way.

Mr. W. E. Goodwin—It is much easier to get iron in pan ground than in cylinder ground materials. I have had experience of both. The brakes on the pan invariably slip when the load is increased, and you increase the load on the pan, say twice a day, when you are running a charge off, consequently you get more iron in the materials with pan grinding than with cylinder grinding. There is only one chance of getting it in the cylinder, and that is with the crusher. Well, you use the crusher in the pan.

Mr. J. Kent—Not always.

Mr. W. E. Goodwin—You are bound to crush your stone, if you are using hard stone. The only chance of getting iron into the cylinder is, as I say, from the crusher, and you use the crusher in both cases.

Mr. Bernard Moore—Not always.

Mr. W. E. Goodwin—I do not know of any other mill where they are putting materials on for cylinder grinding where they are not crushing it.

Mr. R. Shenton—My previous remarks were not directed so much to the actual grinding in the cylinder as to the preparation of the materials. Naturally you would expect a little more iron in the material after passing through the revolving screen, as well as the breaker, than you would get in the pan mill passing through the breaker alone. But, as I say, it is a comparatively easy thing to get rid of this iron if you only go the right way about it.

Mr. J. G. Roberts—I should like to ask the lecturer whether possibly some of the difficulties which were urged against cylinder grinding in the early stages were not due to improper and insufficient grinding, especially some of the glaze difficulties. I think difficulties of this sort have been attributed to the fact

that the materials used have been cylinder ground instead of pan ground.

Mr. R. Shenton—I can only say in reply to that, that we have been grinding our glaze for the last five years by the cylinder, and the samples I have shown you are a fair indication of our results.

Mr. J. G. Roberts—My question is: Whether in the early stages certain difficulties were not due to bad grinding.

Mr. R. Shenton—So far as I know, and I have had a good deal of talk with a number of people who have adopted cylinder mills, and who had troubles in the initial stages, especially so in glaze grinding, the difficulties seem to have been caused by faulty grinding, and when proper conditions of grinding were observed the difficulties have disappeared.

Mr. H. Johnson—Some time ago I sent a charge of glaze to a cylinder mill to be ground. When it came back again, in order to give it a fair trial, I kept it for about a month before attempting to use it. Upon using it I dipped tiles in it, and the dipper could not work in it, on account of the fact that before he could replace a tile on the bench the glaze was absolutely dry. In addition to that the glaze did not seem to adhere to the tile in the manner that pan ground glaze would. You had only to just touch it, and the whole of the glaze came off. You had only to give it a knock on the back of the tile and the whole of the glaze fell off from the front. Can the lecturer tell me the reason of that?

Mr. R. Shenton—The person who was grinding the glaze was grinding away his pebbles and his linings rather than the glaze itself. It was due to faulty grinding—too thin grinding.

Mr. W. E. Goodwin—The same result would have ensued if you had the same conditions occurring with glaze ground in a pan. Had the miller ground the charge out, and ground it until it had thickened itself with friction, the result would have been precisely the same. The same result might have occurred had he started with too much water, or added too much water when half ground.

Mr. H. Johnson—I can only say that I started myself grinding glaze pans. I did not know anything at all about it. I had only a laborer to work them, and we had nobody who knew anything at all about glaze grinding. We certainly made mistakes, but we never got such a result ourselves in

cylinder grinding, and occasionally I have had a similar instance, and the glaze chipped off; but I have always found that the glaze was insufficiently ground, that either too much water had been added or the charge had not been on long enough. If the material is sufficiently ground it will not act in that way. It will be quite good, as good as pan ground.

Mr. W. Jackson—With respect to the grinding of glaze I would like to raise the question: If glaze is over-ground, apart from such troubles as ruckling, what dangers are likely to occur? If a cylinder grinds the material much more than a pan is it possible that, say, blistering may occur through the materials being over-ground.

Mr. R. Shenton—I know of cylinder mills where glaze is ground in periods varying from 17 to 60 hours, and I have not heard of a single case of any of these faults occurring. There is no blistering, no falling off of the glaze, and no pinholed.

Mr. Bernard Moore—I do not quite understand the point that there is less danger of iron getting into the material when an edge runner is used than with the revolving screen. I should like to ask how the material is taken off the edge runner.

Mr. W. Jackson—With a spade.

Mr. Bernard Moore—Oh!

Mr. R. Shenton—I do not dispute that you can get some iron from the spade.

Mr. Bernard Moore—Oh yes, and also with the hoist.

Mr. R. Shenton—But there are ways and means of preventing that, and I do not think that you will get nearly as much iron from the space, with the edge runners, as from the revolving screen. There is considerably more friction in one case than in the other.

Mr. A. G. Richardson—Will the lecturer tell us whether he has made any experiments for plasticity with bodies which he considers properly ground by the cylinder, and also properly ground by the pan method, and also whether he has found any difference in the strength of the bodies after firing.

Mr. R. Shenton—With regard to the first part of the question I can only give a practical illustration, and that is that our platemakers, who are not backward in complaining if there is any lack of plasticity, have not complained at all from the very commencement of our cylinder grinding experience. With regard to the strength of the bodies,

I think I mentioned that in my paper, in alluding to the opinion expressed by some people that the ware would not stand in bungs in the warehouse, that we stack our ware as high as ever we did, and do not get any more pitchers than we did when we used pan ground materials; in fact, I think I am safe in saying that there are considerably less in pitchers than in the old pan grinding days.

OHIO AGAIN LEADS IN CLAY PRODUCTS

THE great magnitude of the clayworking industry of the United States is shown in a chart just issued, compiled by Jefferson Middleton, of the United States Geological Survey. This chart shows a total value for 1912 of \$172,811,275, which is an increase of \$10,575,094 over the figures for 1911. These products include the several varieties of brick, drain and other tile, sewer pipe, terra cotta, pottery, fire brick, and other clay products, the various building bricks representing the greatest value, with a total of \$73,425,819. The number of building bricks manufactured was 10,281,114,000.

Ohio led the States in the value of her clay products with an output amounting to \$34,811,508, or over one-fifth the total production for the United States. Pennsylvania was second, with a production valued at \$21,537,221; New Jersey third, with \$19,838,533, and Illinois fourth, with \$15,210,990. Eight States produced clay products in 1912 to a value exceeding \$5,000,000, and twenty-six States to a value exceeding \$1,000,000.

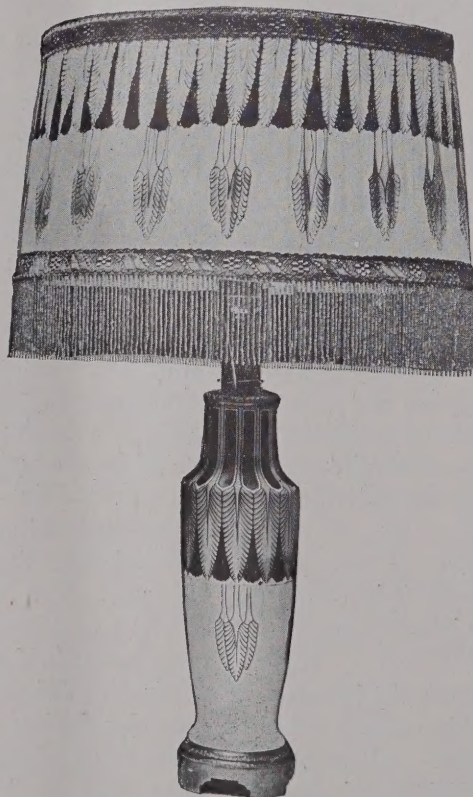
When you have made a mistake don't trust to luck to pull you through without trouble. Correct the mistake just as soon as you can.

To look at your job or your business from one point of view continually is to limit your possibilities of success to those within that limited horizon. Broaden out.

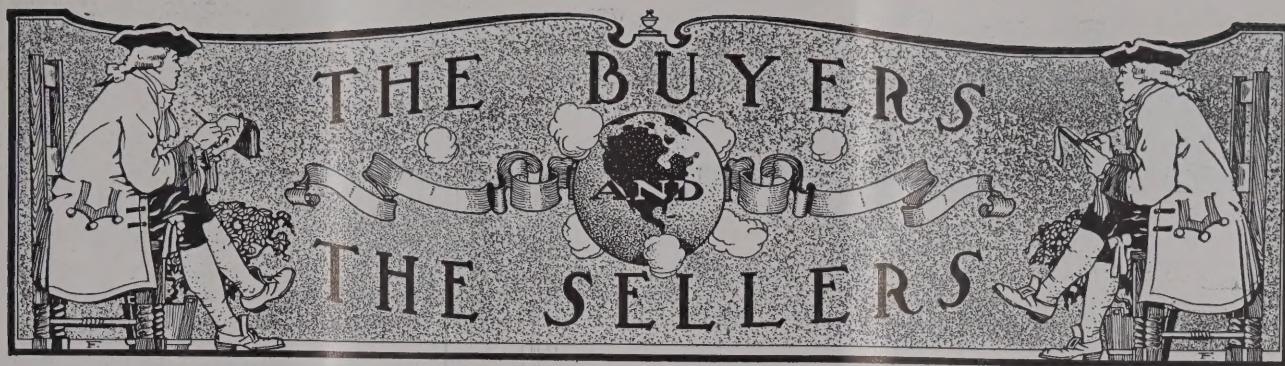
In order to overcome objections to the prices of your goods you must be well informed regarding their manufacture and quality.

Most of us have trusted to luck so often that there ought to be a good deal owing to us.

Advertise in busy time, because the iron must be struck while it is hot, and advertise in dull times to heat the iron.



One of the new "Mettlach Inlaid Stone-ware" portables, with silk shade, shown by E. R. Thieler.



Business and Personal Items About Prominent People in the Different Branches of the Trade

THE office and factory of Warshavsky & Cohen, recently damaged by fire, at 179 Wooster Street, New York, have been moved to new quarters at 187-195 Broadway, Brooklyn. Their sample line display is still maintained at the headquarters of Max Herbert, 26 Murray Street, New York.

Frank S. Warren, with Maddock & Miller, is again at his desk after an extended visit to the factory of the Royal Worcester Porcelain Company, England. Mr. Warren states that they will have many new features for the American fall trade.

Kiefer Bros., New York, have engaged Edward S. Flynn, formerly with C. B. & J. Warner, to show their line of cut glass to the metropolitan trade, working under the direction of Claude Dowdney, sales manager.

Alfred Munnich, doing business as the Ceramic Transfer Company, New York, has sold his stock and interests in that concern to Rudolf Gaertner. Mr. Munnich contemplates residing abroad in the future. R. L. Chambers, for some time past in charge of Mr. Gaertner's East Liverpool branch, is expected to take up the management of the new interests.

John J. Hines, the New York importer of Limoges china, returned from his annual trip to the potteries he represents on the s.s. France, Friday, September 5, with a number of samples for the fall trade.

Charles Vogt, of Vogt & Dose, importers, returned from his annual European trip, Friday, September 12, bringing many new additions to their dinnerware lines.

The New York State School of Clayworking and Ceramics, at Alfred University, Alfred, N. Y., has appointed Earle T. Montgomery, E.M., to its staff of instructors. Mr. Montgomery is a graduate of the Ohio State University, and has had one year of experience teaching in the Department of Ceramics of the Illinois State University; he was engaged in the

manufacturing end for two years, and for three years he has been with the Bureau of Standards, Department of Clay Products, at Pittsburgh, Pa. He is also the author of several papers in the Transactions of the American Ceramic Society, and as assistant professor will make a most important addition to the college staff.

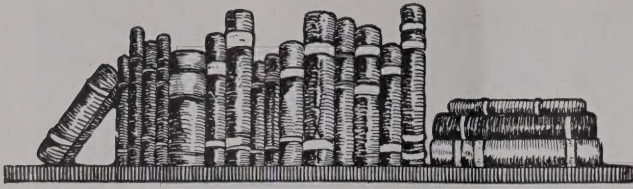
The china department of the new department store of Kaufman & Baer Company, Pittsburgh, Pa., will be in charge of Leo C. Moses. Mr. Moses has just resigned from his position with the Boston Store, Milwaukee, Wis., where he has successfully managed the toy, china and several other departments for a number of years.

H. W. Nickel, of the U. S. Glass Company, Pittsburgh, Pa., was a recent visitor at the company's New York office. After a short stay in the metropolis Mr. Nickel spent some time at Atlantic City.

Upon his return from abroad early this month, J. H. Venon, 104 Fifth Avenue, New York, announced that he had been appointed the sole representative in the United States and Canada for the high-grade Bavarian china line manufactured by Krautheim & Adelberg, Selb, Bavaria. The new samples were placed on display last week along with the new productions of Martin china, Gustafsberg china and Swedish glass which Mr. Venon selected for his trade while abroad.

John A. Nelson, the Brooklyn cut glass manufacturer, who recently established a plant at Catskill, N. Y., has incorporated as The John A. Nelson Company of Catskill, N. Y., with a capital stock of \$25,000. George A. McIntyre and William Robertson are associated with Mr. Nelson.

E. R. Thieler, American and Canadian representative for Villeroy & Boch, is now on an extended business trip that will take him to the Pacific Coast. He is expected at his salesrooms some time in November.



RECENT PUBLICATIONS

"THE Scientific Price Maker and Profit Determiner," by J. W. Conchar, is a veritable mine of information for the crockery or house furnishing buyer. In fact, it is designed to be a book of incalculable benefit to all whose business is the manufacturing, buying or selling of any commodity.

In compiling the price tables it was assumed that the majority of merchants, who know what their cost of distribution is, figure the cost on a percentage of their total sales. The profit percentages are in like manner computed on the selling price. Under this method of figuring expense and net profit, to arrive at a selling price the possibility of mistakes is to a large extent eliminated. Again, the tables show whether the prices at which goods are being sold do or do not yield a net profit.

The book shows cost of article, cost of making the sale, and the net profit, also the percentage that must be added to cost price to cover these three factors. In short, it shows the price at which goods must be sold to yield a net profit of from 1 per cent. to 25 per cent. of selling price. If the book was used by the owner for no other purpose but to check or audit the prices at which goods are now being sold, it would be worth many times its cost. It is the conviction of the author that the general adoption by the mercantile interests of the sold cost as the basic point from which to compute profits would change existing conditions for the better, and competition would become fairer because all would be building on the three stones that must be the foundation of every successful business—namely, cost of article, cost of doing business, net profit.

The price of the book is \$2.00, and may be secured from the office of this magazine.

STERN'S OPEN PALATIAL NEW STORE

THE beautiful new store of Stern Brothers, Forty-second Street, New York City, was thrown open to the public for the first time Tuesday, September 2, and since then the store has been daily crowded with sightseers and shoppers. The new store has over fifteen acres of floor space and has a frontage on Forty-second Street of two hundred and thirty-five feet. It extends through the block to Forty-third Street and along that street for four hundred and fifty feet to Sixth Avenue. The Sixth Avenue frontage is one hundred feet. While the size of the store is one of the features, in order to properly

work all departments it was necessary to employ eleven hundred employees additional. Their forty-two buyers are kept continually busy purchasing merchandise. A carriage and automobile entrance, on the Forty-third Street side of the building, enables shoppers to alight under cover and relieves the congestion usually found at store entrances. The china, glass, marble and bronze department is located on the fourth floor. The dinnerware lines are displayed along the Forty-second Street side, where the purchaser may examine the ware in an unlimited natural light. Between each dinnerware section are cases containing the cut glass, rock crystal and stoneware. Fancy and other decorated china is shown on mahogany tables in the center of the department, the bronzes and marbles being shown nearest the center aisle. On the extreme left, in a darkened alcove, they have located their lamp department.

Louis Stern, who is president of Stern Brothers, was one of the firm that opened its first New York store on Sixth Avenue forty-six years ago.

Law for the Buyer and Seller

(Continued from page 15)

settle now you'll get a check in ten days." In this case the settlement was 60 per cent.; I had no doubt at the time that the debtor could have paid in full or very nearly so if his creditors had made a strong stand. They all accepted the 60 per cent., however, and some of them were very gleeful over it—thought it was a good settlement and rejoiced that the debtor was honest enough not to steal more from them!

My experience leads me to believe that not a day passes but that failures are occurring which are wholly or in part fraudulent, and in which the debtor counts confidently upon getting away with what he starts to do. And only in the very aggravated cases does he fail to do it. I have personally advised clients many times, that if they were considering the financial end they had better accept the settlement. Other lawyers are doing likewise, and the advice from a practical standpoint is good. From the standpoint of honesty and ethics, it is all wrong.

Now what is the remedy? It is for creditors, when confronted by one of these typical, bad smelling failures, to resolutely forget the selfish side, and determine that they will push the debtor into the open and make an example of him for the benefit of the trade at large. I know of no reform which would act more quickly than this probably would. Let dishonest debtors as a class understand that they must be prepared to support any offer of settlement with the fullest, frankest proof, and they would no more make some of the offers that they make now—*successfully*—than they would attempt to fly without wings.

(Copyrighted, August, 1913, by Elton J. Buckley.)

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

WITH the passing of Labor Day the crockery and glass trade has taken on a new lease of life. The showrooms of the importers are now busy hives of activity preparing for the reception of the new import lines and rearrangement of old stock to make room for them. Many, mostly the English importers, have already received advance samples, and the first inklings of what the French and German manufacturers have to offer the American trade are coming in gradually. Both manufacturers and dealers are very optimistic of the future. From the sales already made on the new importations and the inability of the domestic manufacturers to keep up with their orders, it is evident that the fall business will show a revival of former prosperity.

* * *

The dainty floral basket with its flowing ribbons, so characteristic of Marie Antoinette's time and the reign of Louis XVI, is the chief decorative design on the new "Adam" line of acid cut optic glassware recently put on the market by the United States Glass Company. The display at the New York showrooms consists of vases, from six to thirteen inches high, finger bowls, water bottles, jugs and tumblers. This design, an item of which is illustrated in this issue, has been a remarkably strong seller since its introduction, bearing out the contention that "period" decorations on glassware are in demand. Another interesting decoration on a somewhat similar line is their acid cut "carnation," a design consisting of two sprays, four flowers in each, which gracefully encircle the article. It is especially attractive when shown on their line of light-weight vases. The "Sheraton" bor-



Six-inch acid cut vase in the new "Adam" decoration—A popular number of the United States Glass Company's line.

der design, featured by this company earlier in the year, is shown in combination with an etched iris decoration on a twelve-inch optic vase. The treatment is unusually effective.

* * *

One of the first of the French importers to receive samples of their new line were Vogt & Dose, 43 Barclay Street. While the samples placed on display so far are but a very small portion of their complete line, still they afford an excellent opportunity to judge what may be expected when the full line arrives. Open-stock dinnerware in exclusive decorations, a strong feature of this house, is materially added to; some beautiful acid etched and gold encrusted service plates; a number of tea and breakfast sets, and a new decal decorated dinnerware set were among the first to be placed on display.

* * *

One of the finest opportunities to purchase quality china at greatly reduced prices is occasioned by the contemplated removal of the Haviland & Abbot Company from their old stand at 47 Barclay Street to the new Emmet Building, Madison Avenue and Twenty-ninth Street. In order to save removal and make room for newer designs, they are offering their entire stock of fancy table articles, such as service, dinner, tea and bread plates; salads, cake plates, bureau sets; ice cream, breakfast, berry, chop and chocolate sets—all in a wide assortment of beautiful designs. The goods are taken from their regular stocks intended for the coming season's sale and are in no way a "job lot." This is one of the few real opportunities as yet offered the trade,

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

POTTERY AND GLASS

and all progressive buyers will no doubt take advantage of it.

* * *

Robert Slimmon & Co., representatives of English pottery manufacturers, are making an exceptionally strong showing of their new lines. From the A. J. Wilkinson, Ltd., pottery they are displaying their new "Rococo" pattern dinnerware and also another, an old English pattern. The latter, a floral design, is shown in a wide array of color treatments in delicate tones. The powder blue treatment has already met with much favor. From the Upper Hanley Pottery they are showing the "Rex" shape dinnerware pattern in a variety of decorations, floral and conventional. Delicate pink and blue color treatments predominate in this pattern. Then there is a strong showing of old Dresden ware from Bourne & Leigh, as well as a great variety of prints. This pottery also shows the popular old blue willow pattern on the original Nankin shape, as well as other blue and green treatments along early Colonial lines. Their line of housewares, such as stoneware, jugs, crocks and bowls, is also much in demand. However, it is the handsome display of teapots from the works of R. Sudlow & Sons that appeals to the lover of both the artistic and utility. Many additions have been received this year, notably those in a deep olive green and a light brown glaze. The visiting buyer should surely find something in the display to interest him, so well balanced is the Slimmon line.

* * *

The "Ocean Matte" is one of a number of new glazes recently added to the line of decorated pottery shown in the district by the S. A. Weller Pottery Company. This new line of art vases and jardinières is particularly beautiful and carries a tulip decoration under its mist-like sea-green glaze. Other glazes added are the "Ocean glaze" and "Ivory matte." They have also made several additions to their line of "Roma" ivoryware.

* * *

The Irving Cut Glass Company recently sent their local representative, F. W. Reichenbacker, two handsome additions to their line. One, a hexagon-shaped mayonnaise bowl and plate, called the "Anita," and an eight-inch bowl, called the "Arion." Both are a combination of the chair bottom and floral cutting, an added feature of the mayonnaise being that either bowl or plate can be used separately for any number of purposes.

* * *

The Fostoria Glass Company is now featuring one of the strongest candlestick and candelabra lines on the market. The candlesticks can be had in a great variety of shapes and decoration, some with cut stems, while others are deep plate etched. The candelabra can be had in three, four, five, six and seven-light

combinations in cascade and other styles. In addition, they have a small candle lamp, holding a special safety candle. The candle sets firmly in a small lamp pot and is covered by a glass chimney, which shields the flame from the shade. It is ideal for table decoration and overcomes the nuisance of candles. The candle lamp base can be fitted to any candlestick, whether it be glass, wood or metal, and can be used with any style shade with perfect safety.

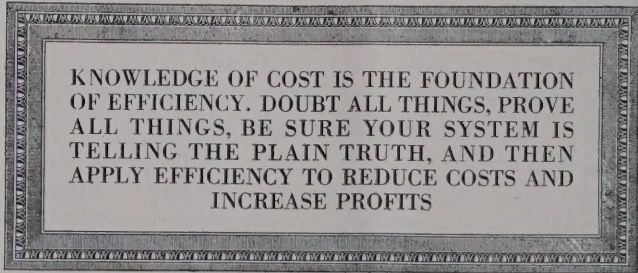
POTTER TO BUILD PORCELAIN HOUSES

WHEN drawing up plans for that proposed bungalow, stop awhile and consider the possibilities of porcelain. Wooden and concrete houses are to be things of the past, according to reports from Virginia, Minn., where after forty years of experimenting W. H. Turner, a potter, has at last obtained porcelain tiles that will be strong enough for building purposes, especially in rural districts. Mr. Turner's scheme calls for a steel framework to which the tiles will be fitted by a special process. The doorways and wainscots will also be of steel.

The tiles, of a kind that no other designer has as yet been able to produce, are one inch thick and will cover the building outside and inside, the floors, walls and ceiling all being porcelain and not only fireproof but also steamproof. Whether they will be rain, stone or decay proof is not stated. Might be good form to fit the house out with concrete furniture.

PORTUGAL DEVELOPING CERAMIC INDUSTRIES

A CHARACTERISTIC industry of Portugal is the manufacture of azulejos or porcelain tile. This was inherited from the Moors, and tiles are used extensively for interior and exterior decoration of churches, convents, houses, hotels and public buildings. The renaissance style was popular in the fifteenth century and the mosaic in the seventeenth and eighteenth centuries. During recent years the industry has been greatly developed and the old-style azulejos has been revived by such artists as Colaco, Martins, and Pinto. At Sacaven, near Lisbon, a large factory manufactures tile and chinaware. It has installed modern machinery and is now exporting chinaware to England. A special novelty of 1912 is an artistic tile in imitation of tapestry for wall decoration.



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Lamps, Lighting Fixtures, Shades and Art Metal

THE new portable line of the Pittsburgh Lamp, Brass & Glass Company, especially the glass and electric lamps, showing a representation of the highly decorative silk shade and hand-carved wood standard, is one of the most distinctive lamp



One of the beautiful new portables in representation of silk and wood brought out by the Pittsburgh Lamp, Brass & Glass Company.

lines to be seen in the local market. The line, as far as pattern and design go, is an innovation in glass shades, and the eagerness with which buyers have ordered is ample evidence that they will be popular for some time to come. The boudoir lamp in this particular pattern is especially dainty and can be had in any number of attractive shade decorations. The large portables come in plain delicately tinted shades, old Dresden treatments, drop garlands of flowers and in an iced glass shade, acid etched. The bases are all solid brass in strictly Colonial designs and covered with a mercury gold. These two numbers should find a ready sale in almost every department.

* * *

In line with the other manufacturers of lighting fix-

tures, etc., the Fostoria Glass Company have brought out an electric portable line this season entirely unlike anything else on the market. The special feature of the Fostoria portables is that they are made entirely of glass from base to shade. Although the small twelve-inch size can be had in but one shape, the larger lamps can be had in two distinctively different patterns. Both large and small are shown in a wide assortment of decorations, of which the "Moonlight" and "Snow-scene" are especially attractive. Landscapes, floral, and conventional decorations, beautifully colored, afford the buyer a good selection. The bases are finished in a mahogany red, olive green or plain crystal. The shade portables are made of heavy art glass in two sizes, twelve and sixteen inches, and either round or twelve-panelled. The decorations are applied on the inside, entirely by hand, the outside surface having a rough pebbled appearance. They are most substantially constructed and highly artistic, being just the thing for the many Colonial decorative schemes so much in vogue at the present time. The all-glass feature of the lamp makes it easily cleaned. It is admirable for use where the dampness of the mountain seashore or fall rains often cause the corrosion of metal lamps. However, they have in no way neglected their oil lamp line while featuring these portables; in fact, the 1913 line is larger and more complete than any they have previously gotten out. Attractive decorations that are especially designed for their splendid light-giving qualities and fitted for either oil or electricity can be had in any number of shapes or styles.

* * *

The "Adam" design portables brought out by the



The "Empress" oil lamp, decorations in neutral tints of light green and yellow—Made by the Fostoria Glass Company.

POTTERY AND GLASS

Phoenix Glass Company continue to be a leader with this concern. The bases are manufactured in true Adam spirit, urn-shaped, and carrying the characteristic flutings. The shades are etched and tinted in antique green and brown with bases of old ivory or verde finish. The entire shade line of this concern is of a chipped glass, and the decorations are applied on the outside, the inside being cased or polished to reflect the light. They have also brought out some interesting boudoir lamps in a pure white glass daintily decorated with old Dresden designs. Other delightful patterns shown this season are mountain and forest scenes, floral, and a few conventional line decorations. Two of the floral decorations, the tulip and daffodil, are very good, the flowers showing slightly above the rim, while the graceful leaves of the plant reach almost to the apex of the shade. The flowers are in natural colors on a varitinted ground. The Phoenix Company is also showing a great many new ideas in side wall and ceiling shades, globes, and dishes that are worthy of careful inspection.

* * *

The line of hand-decorated ceiling dishes recently put on the market by the Eagle Mfg. Company and shown at the salesrooms of Malone & Nicholson, New York has been augmented during the past week by over one hundred new shades and dishes. The ware is decorated on the inside and when illuminated glows through the pure white glass most attractively. Floral decorations predominate on the larger ceiling lights for semi-indirect lighting, the water lily decoration being exceptionally good.

* * *

One of the entirely new lamp combinations offered the trade this fall consists of a body of the celebrated Mettlach inlaid stoneware upon which are mounted beautiful hand-painted Parisian silk shades of a kind that are new to this market. The line is shown at the salesrooms of E. R. Thieler, the American representative of Villeroy & Boch, the German pottery manufacturers. Mettlach ware is known to every retailer for its wonderful designs and quaint shapes in inlaid colored clays, the best selling features in the line having been incorporated into the lamp bodies, with harmonizing shades and solid brass mountings



Another new oil lamp from the line of the Fostoria Glass Company — Twenty-eight inches high with a ten-inch shade.

added, the whole producing beautiful portables for the library, parlor or living room. Besides their inlaid stoneware they have worked out some attractive bodies in their new "Faenza" style, as well as in "Delft Blue." The shades are artistic and distinctive, hand painted on the best quality of silk with gold lace borders and beaded fringe. Dealers desiring high-grade lamps at moderate prices should inspect this line.

CEYLON A GROWING MARKET FOR CHEAP AMERICAN LAMPWARE

ALL manufacturers carry what is termed bread-and-butter lines, and it is for that reason that the following report from a United States Consul in Ceylon is published, as it appeared in the Daily Consular Reports. There is room for a much larger sale of American lampware in Ceylon, if due attention were given to the low prices and special styles desired, and the local business better advertised and otherwise pushed. Except in Colombo and Kandy, and some other localities where electric light is available, including many tea plantations where water power is developed for factory purposes and incidentally for electric lighting, Ceylon depends for illumination chiefly on oil lamps and candles. Even in the two cities mentioned, where electric light is available, the native residents seem to prefer lamps to the expense of electric installation.

There is an important market, therefore, for reliable household lamps, including hand or wall lamps which sell for about 75 cents apiece, hanging kitchen lamps which sell from about \$1.32 to \$1.85 apiece, with enameled tin shades and brass containers, hanging lamps of silver, copper, bronzed or gold gilt, with brass containers, selling from about \$4 upwards, nickel-plated body lamps selling for about \$1.20 upwards, and glow lamps selling for about 30 cents apiece. In some localities electric lamps have a sale. There are many other styles of lamps in use, but those mentioned will afford some indication of the nature of the trade.

GERMAN INVENTS NEW GLAZING METHOD

THE press of Burslem, England, reports that a German inventor has taken out a patent in England for an enamel substance which is claimed not to require heat to produce the glaze on pottery ware. The ware or articles, writes Consul Robt. S. S. Bergh, are submerged in the mixture and after being in contact with it for a certain time are taken out to dry, and the glazing is done.

The substance is made by thoroughly mixing three parts of glowing magnesium oxide of a specific gravity of 3.0 with four parts of saturated cold watery solution of magnesium chloride. To this mixture is added a solution of shellac, mastix, or sandrac gum in alcohol in the proportion of 25 to 100.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



SOUTH CHINA DEPARTMENT STORES INCREASING

THE success of the three department stores dealing with the Chinese in Chinese and foreign goods, which have started in Hongkong during the past three years, has led to the establishment of a fourth store on similar lines, reports Consul General George E. Anderson. The new store is located on the chief retail street of the city, and the chief interest in the enterprise is held by a Chinese capitalist, formerly a resident of Honolulu and who later spent some years in Japan.

The new concern is taking up the usual lines of trade undertaken by the Chinese department stores in Hongkong, principally dry goods, groceries, hardware, toilet articles and patent medicines, music, including graphophones and the like, pictures and cheap art goods, gentlemen's furnishing goods and haberdashery, books and periodicals (Chinese), wines and spirits, cigars and tobaccos, boots and shoes, teas, porcelains, merchant tailoring, and similar lines.

The success of these department stores is having a marked effect upon the general retail business of Hongkong, and this effect is felt as well in Canton. There is much less independence on the part of the old-established foreign firms, much more of a disposition to meet competition, and a much more evident desire to serve popular trade than there was formerly. The aggregate amount of trade taken from old firms by the new concerns is large, but the most satisfactory feature of the situation is in the fact that these new concerns are developing trade in foreign goods with the Chinese consumer which has never existed before. About 80 per cent. of the trade of these department stores is with the Chinese, and it is probable that fully half of this trade is with Chinese not accustomed to buy any foreign goods at all, except perhaps foreign cotton cloth through native merchants. The new concerns are especially valuable in introducing all sorts of cheap hardware, furnishing goods, toilet articles, foreign foods, and foreign novelties generally.

Porcelain tableware to the weight of 8,659.9 metric tons, the value being about \$1,934,250, was exported from Germany during the first three months of the current year. The figures show a marked increase.

The many advantages resulting from the improved methods of quarrying and working marble adopted during the last two or three years by many Carrara firms were especially evident in 1911. The marble showed great improvement, due to better judgment as to cutting, and the blocks were squared much more uniformly. In many quarries there was a decided decrease in the quantity of waste produced.

The increased economy and efficiency are indicated by the number of tons excavated, squared, and lowered to the point of shipment per laborer employed, which amounted to 31.9 in 1911, as compared to 30.47 in 1910 and 27.14 in 1909. Complete statistics of the production for 1911 are not yet available, but will be made the subject of a supplemental report as soon as they are issued.

Dairen (Dalny), the natural southern gateway to Manchuria, is rapidly increasing in commercial importance under the Japanese rule. The population consists of Koreans, Chinese and Japanese in about equal numbers, with a sprinkling of foreigners. During 1912 the total import trade was valued at \$20,024,767. Of this, china and earthenware figured to the extent of \$70,721 and glass and glassware to the value of \$36,612.

GERMAN EXPORTS OF TABLEWARE

During the period between January 1 and October 31, 1912, Germany exported the following quantities of tableware, the corresponding figures for 1911 being given in parenthesis: To United States, 10,633 metric tons (11,862); Great Britain, 4,219 (4,141); Dutch East Indies, 1,564 (674); Australian Commonwealth, 809 (1,487); Holland, 1,209 (1,209); France, 1,029 (986); Belgium, 914 (411). The total exports to all countries amounted to 27,761 metric tons (27,848).

POTTERY AND GLASS

UNITED STATES POTTERY IMPORTS FROM GER- MANY DECREASE

THE export trade in porcelain and pottery in the Coburg, Germany, Consular district, reports Vice Consul General W. H. Murphy, as a whole did not improve over 1911, although some branches showed gains. The export trade to the United States seems to be declining, owing to American competition and import duty. The exports to the United States have decreased from \$2,242,892 in 1907 to \$719,848 in 1912. The greatest drop occurred in 1910, when the exports fell from \$1,888,581 to \$735,723, the decrease being due to a change in this district and to the buying of goods by German exporters in other districts, who declared their exports through other consulates. Prices for materials have been practically constant, the chief exception being Bohemian coal.

Table china showed no improvement in sales over 1911, and the purchases by the United States and some other countries decreased. The exports to other countries improved slightly, the best gains being made in the trade with Netherlands, India and Belgium. The manufacture of technical and electrotechnical porcelain was the most active branch of the industry, and on it the manufacturers place their hopes for the future. Although wages increased steadily, trained workers were scarce, especially women.

Nearly all the manufactured articles needed in the manufacture of these products rose in price, some as much as 25 per cent. Nevertheless, the prices of the finished products remained unchanged. It is said that the price received for insulators barely covered the cost of production.

The manufacture of painted porcelain can hardly be said to be doing well, although the exports to the United States were larger in 1912 than in any of the preceding five years. This, however, does not mean a large trade, as the sales to the United States never exceeded \$550 in one year. German and Swiss concerns do business only on commission, and they have not done well. The tablets on which these paintings are made are difficult to produce, as they must be absolutely flawless. As the cost of production increases as the number made decreases, the price of the finished article must necessarily increase. The trade in china marbles rose sharply in 1912, but not enough to counterbalance the drop in 1911.

Trade with Russia in 1912 was satisfactory, Germany supplying about four-fifths of that country's imports of faience and porcelain. Common building material and stone showed a gain of \$154,500 in 1911, the last year for which figures are available. The exports of ceramic tubing increased slightly.

The exports of glassware to the United States in 1912 for the first time exceeded those of 1907, the shipments for the intervening years ranging from \$142,400 to \$148,500.

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Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED:—Local representatives for Pottery and Glass. If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

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To hope is one thing, to desire is another, and to do is another thing. Hope never built a tabernacle, desire never bridged a chasm, but action has surmounted obstacles that were all but impossible. The men who do are those who reach success; it is the men who act that rise above the surface of society and become leaders among men.

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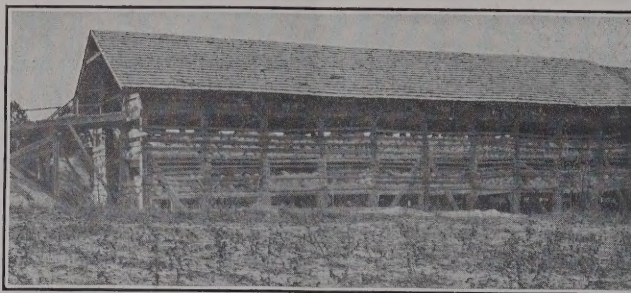
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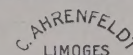
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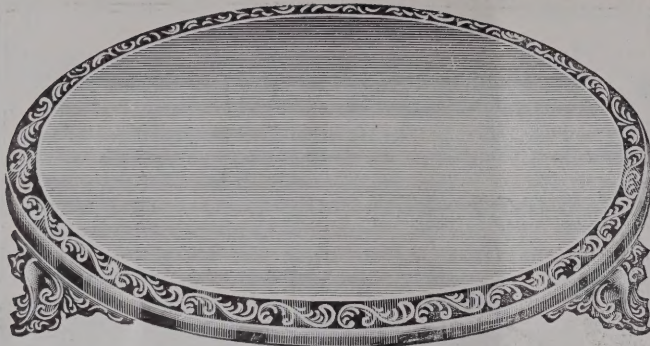
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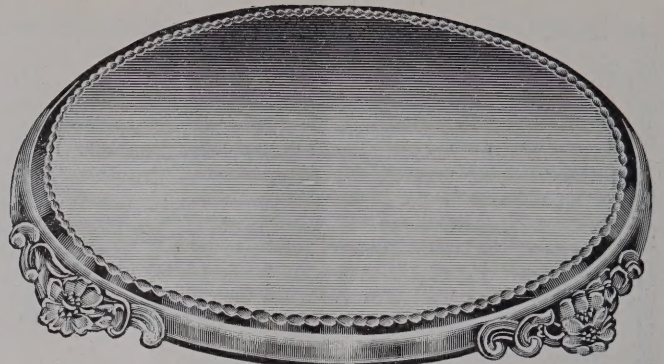
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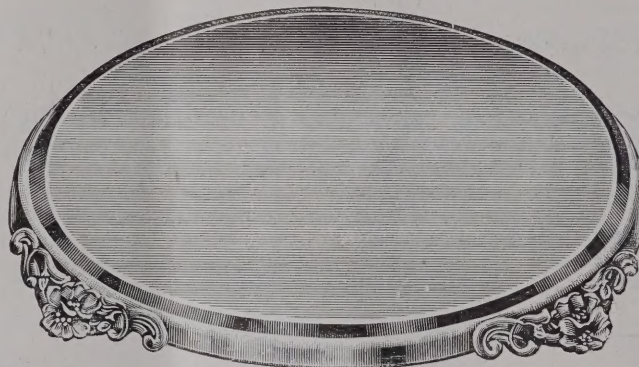
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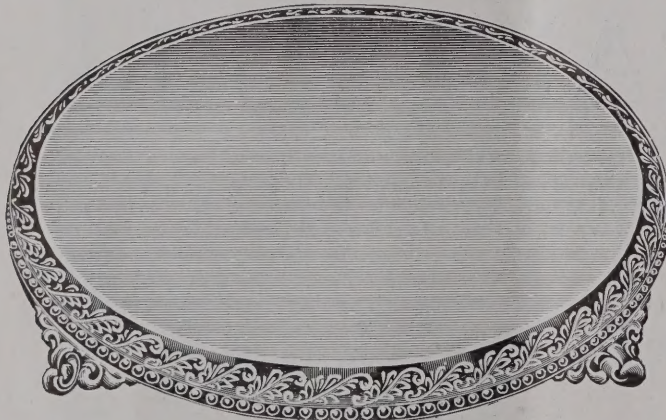
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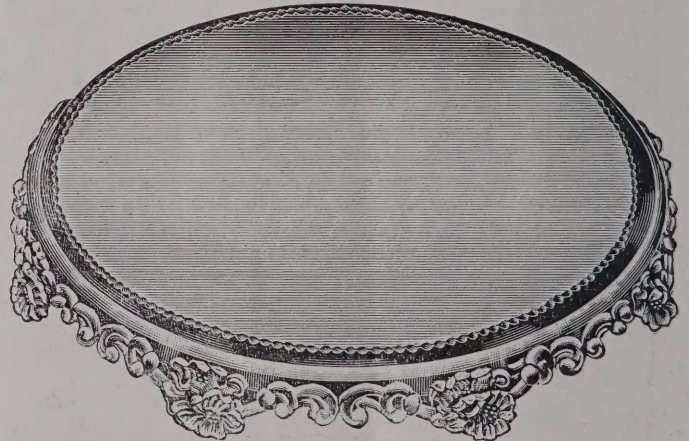


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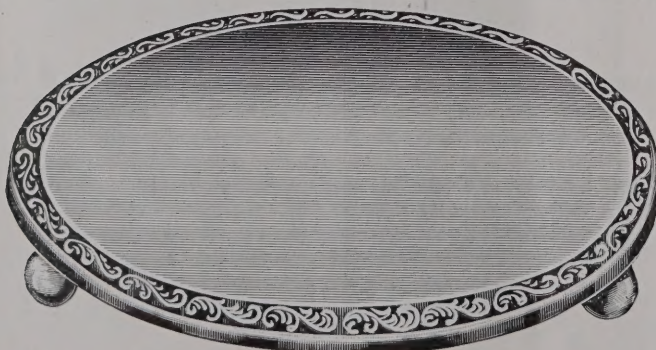
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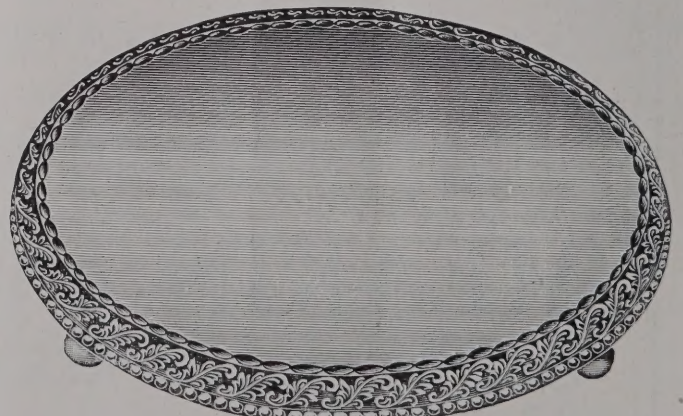
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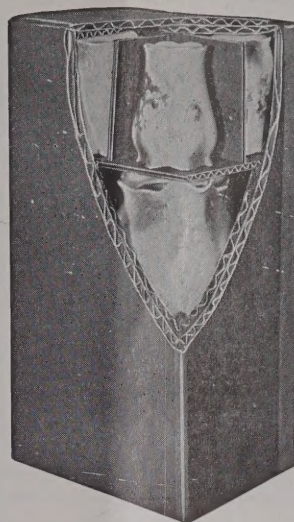
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